

UTTAM NAGAR DELHI

Report date: 2025-11-17
Generated at: 2025-11-18T08:50:46.906820+00:00
Run ID: 20251118_084947742954

Store Performance Report

41

Critical

Multiple KPIs triggered alerts; immediate follow-up is required.

Primary KPIs

| KPI | Value | Status |
|------------------------------|--------|-----------------|
| Pickup conversion (total) | 53.54% | Critical |
| Pickup conversion (new) | 55.43% | Needs Attention |
| Pickup conversion (existing) | 48.57% | Critical |
| Delivery within TAT | 20.78% | Critical |
| Undelivered >10 days | 7 | Critical |
| Total undelivered orders | 41 | Needs Attention |
| Repeat customer contribution | 26.32% | Critical |

Secondary Indicators

| Metric | Value |
|----------------------------|-----------|
| FTD revenue | ₹ 22360.0 |
| High value orders (>₹800) | 17 |
| Undelivered snapshot today | 0 |

Today's Operating Snapshot

| Metric | Total | Note |
|------------------|-------|--|
| Leads captured | 12 | Down by 3.0 compared to the previous report. |
| Pickups | 127 | Up by 10.0 compared to the previous report. |
| Deliveries | 113 | Up by 36.0 compared to the previous report. |
| New customers | 92 | Up by 7.0 compared to the previous report. |
| Repeat customers | 30 | Flat versus the previous data point. |

Recommendations

Highlights

- No standout wins logged – maintain steady execution tomorrow.

Focus Areas

- Pickup conversion dipped – review lead quality and outbound follow-ups.
- Undelivered order backlog is elevated.
- Orders pending beyond 10 days require urgent intervention.
- Repeat customer contribution softened today.

Actions for Today

- Audit today's leads and coach the team on callbacks to lift conversion.
- Run an escalation huddle with the delivery team; prioritise oldest cases first.
- Call customers with >10 day delays and align revised ETAs by 11am tomorrow.
- Plan a targeted WhatsApp nudge to the last 30 repeat buyers with offers.

Undelivered Orders (Action List)

| Order ID | Order Date | Del. Date | Age | Net Amount | Delivered (Y/N) | Comments |
|----------|------------|------------|-----|------------|--------------------|----------|
| T1346 | 2025-10-30 | 2025-11-02 | 15 | 90.00 | [] | |
| T1374 | 2025-11-02 | 2025-11-06 | 11 | 450.00 | [] | |
| T1376 | 2025-11-02 | 2025-11-06 | 11 | 480.00 | [] | |
| T1387 | 2025-11-03 | 2025-11-06 | 11 | 300.00 | [] | |
| T1390 | 2025-11-04 | 2025-11-08 | 9 | 120.00 | [] | |
| T1400 | 2025-11-05 | 2025-11-09 | 8 | 396.00 | [] | |
| T1404 | 2025-11-06 | 2025-11-10 | 7 | 1030.00 | [] | |
| T1416 | 2025-11-08 | 2025-11-12 | 5 | 3290.00 | [] | |
| T1417 | 2025-11-08 | 2025-11-12 | 5 | 450.00 | [] | |
| T1418 | 2025-11-08 | 2025-11-12 | 5 | 1304.00 | [] | |
| T1420 | 2025-11-08 | 2025-11-12 | 5 | 1716.00 | [] | |
| T1430 | 2025-11-09 | 2025-11-12 | 5 | 720.00 | [] | |
| T1433 | 2025-11-09 | 2025-11-13 | 4 | 200.00 | [] | |
| T1435 | 2025-11-09 | 2025-11-13 | 4 | 376.00 | [] | |
| T1438 | 2025-11-09 | 2025-11-13 | 4 | 396.00 | [] | |
| T1441 | 2025-11-09 | 2025-11-13 | 4 | 528.00 | [] | |
| T1444 | 2025-11-09 | 2025-11-13 | 4 | 1250.00 | [] | |
| T1447 | 2025-11-10 | 2025-11-14 | 3 | 495.00 | [] | |
| T1448 | 2025-11-10 | 2025-11-14 | 3 | 96.00 | [] | |
| T1450 | 2025-11-10 | 2025-11-14 | 3 | 500.00 | [] | |
| | | | | 32019.00 | | |

| Order ID | Order Date | Del. Date | Age | Net Amount | Delivered (Y/N) | Comments |
|----------|------------|------------|-----|------------|-----------------|----------|
| T1451 | 2025-11-10 | 2025-11-14 | 3 | 441.00 | [] | |
| T1453 | 2025-11-10 | 2025-11-14 | 3 | 400.00 | [] | |
| T1455 | 2025-11-10 | 2025-11-14 | 3 | 640.00 | [] | |
| T1456 | 2025-11-10 | 2025-11-14 | 3 | 356.00 | [] | |
| T1457 | 2025-11-10 | 2025-11-14 | 3 | 440.00 | [] | |
| T1461 | 2025-11-10 | 2025-11-14 | 3 | 396.00 | [] | |
| T1462 | 2025-11-11 | 2025-11-15 | 2 | 700.00 | [] | |
| T1466 | 2025-11-11 | 2025-11-15 | 2 | 900.00 | [] | |
| T1468 | 2025-11-11 | 2025-11-15 | 2 | 370.00 | [] | |
| T1470 | 2025-11-11 | 2025-11-15 | 2 | 1570.00 | [] | |
| T1477 | 2025-11-12 | 2025-11-15 | 2 | 450.00 | [] | |
| T1473 | 2025-11-12 | 2025-11-16 | 1 | 1350.00 | [] | |
| T1476 | 2025-11-12 | 2025-11-16 | 1 | 815.00 | [] | |
| T1478 | 2025-11-12 | 2025-11-16 | 1 | 1188.00 | [] | |
| T1485 | 2025-11-13 | 2025-11-16 | 1 | 936.00 | [] | |
| T1479 | 2025-11-13 | 2025-11-17 | 0 | 1360.00 | [] | |
| T1480 | 2025-11-13 | 2025-11-17 | 0 | 520.00 | [] | |
| T1481 | 2025-11-13 | 2025-11-17 | 0 | 448.00 | [] | |
| T1482 | 2025-11-13 | 2025-11-17 | 0 | 700.00 | [] | |
| T1483 | 2025-11-13 | 2025-11-17 | 0 | 860.00 | [] | |
| T1484 | 2025-11-13 | 2025-11-17 | 0 | 2992.00 | [] | |
| | | | | 32019.00 | | |

Missed Leads – Not Converted (Action List)

| Phone | Customer Name | Pickup Created Date / Time | Pickup Time | Source | Customer Type | Lead Converted | Comments |
|------------|---------------|----------------------------|--------------------------------|--------------|---------------|----------------|----------|
| 8100464897 | Asi khan | 2025-11-02 13:17:02 | 2025-11-02 2:00 PM - 4:00 PM | WhatsApp | Existing | [] | |
| 8800002292 | Deepti | 2025-11-02 20:24:43 | 2025-11-03 10:00 AM - 12:00 PM | Super Admin | Existing | [] | |
| 9053917320 | Ronak | 2025-11-02 23:44:25 | 2025-11-03 12:00 PM - 2:00 PM | Customer App | Existing | [] | |

| Phone | Customer Name | Pickup Created Date / Time | Pickup Time | Source | Customer Type | Lead Converted | Comments |
|------------|------------------|----------------------------|--------------------------------|--------------|---------------|--------------------|----------|
| 9654475163 | Priyanka Kashyap | 2025-11-04 10:23:43 | 2025-11-04 12:00 PM - 2:00 PM | WhatsApp | Existing | [] | |
| 9873550795 | Smanyu bajaj | 2025-11-06 15:26:59 | 2025-11-07 6:00 PM - 8:00 PM | Customer App | Existing | [] | |
| 8809497022 | Mantu Kumar | 2025-11-08 11:15:20 | 2025-11-08 12:00 PM - 2:00 PM | Super Admin | Existing | [] | |
| 7992398290 | deepak kumar | 2025-11-08 21:37:48 | 2025-11-09 10:00 AM - 12:00 PM | WhatsApp | Existing | [] | |
| 7050170254 | Utkarsh | 2025-11-09 11:20:09 | 2025-11-09 2:00 PM - 4:00 PM | WhatsApp | Existing | [] | |
| 9310800837 | kartik | 2025-11-09 21:35:53 | 2025-11-10 10:00 AM - 12:00 PM | WhatsApp | Existing | [] | |
| 9540079587 | Anjali | 2025-11-11 08:09:38 | 2025-11-11 12:00 PM - 2:00 PM | WhatsApp | Existing | [] | |
| 9717727841 | kushal | 2025-11-11 19:01:05 | 2025-11-13 6:00 PM - 8:00 PM | WhatsApp | Existing | [] | |
| 7739253747 | Yuvraj pandey | 2025-11-12 15:58:35 | 2025-11-12 4:00 PM - 6:00 PM | WhatsApp | Existing | [] | |
| 9149946902 | Rouf Ahmad | 2025-11-14 00:03:47 | 2025-11-16 10:00 AM - 12:00 PM | Customer App | Existing | [] | |
| 9711360415 | Swati | 2025-11-14 19:35:35 | 2025-11-15 10:00 AM - 12:00 PM | Super Admin | Existing | [] | |
| 8130936502 | Sujata Jha | 2025-11-15 10:51:03 | 2025-11-15 12:00 PM - 2:00 PM | Customer App | Existing | [] | |
| 7045670027 | Rahul Patil | 2025-11-16 10:56:00 | 2025-11-16 2:00 PM - 4:00 PM | Super Admin | Existing | [] | |
| 7837179496 | Dinesh Goswami | 2025-11-16 11:41:37 | 2025-11-16 2:00 PM - 4:00 PM | Super Admin | Existing | [] | |
| 9871796994 | Reyan | 2025-11-17 09:07:27 | 2025-11-17 4:00 PM - 6:00 PM | Customer App | Existing | [] | |
| 7005824699 | Rohan | 2025-11-01 10:54:13 | 2025-11-01 12:00 PM - 2:00 PM | Super Admin | New | [] | |
| 9999084204 | Shivam | 2025-11-01 16:40:49 | 2025-11-01 6:00 PM - 8:00 PM | Super Admin | New | [] | |
| 7838477477 | Umesh Kumar | 2025-11-01 17:25:37 | 2025-11-03 10:00 AM - 12:00 PM | Super Admin | New | [] | |

| Phone | Customer Name | Pickup Created Date / Time | Pickup Time | Source | Customer Type | Lead Converted | Comments |
|------------|--|----------------------------|--------------------------------|--------------|---------------|---------------------|----------|
| 9821312047 | Abhinav Sharma | 2025-11-03 01:22:48 | 2025-11-03 10:00 AM - 12:00 PM | Customer App | New | [] | |
| 9999696802 | Pranav Kumar | 2025-11-04 10:50:48 | 2025-11-04 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 9350154882 | Alok Sagar (Alternative no 9555479179) | 2025-11-05 12:19:03 | 2025-11-05 2:00 PM - 4:00 PM | Super Admin | New | [] | |
| 7759000101 | Ravi Kumar | 2025-11-06 05:59:16 | 2025-11-06 10:00 AM - 12:00 PM | Customer App | New | [] | |
| 7303275155 | Priyanka chauhan | 2025-11-06 08:03:28 | 2025-11-06 10:00 AM - 12:00 PM | WhatsApp | New | [] | |
| 9818074163 | Laxmi Pandey | 2025-11-06 11:43:46 | 2025-11-07 10:00 AM - 12:00 PM | Super Admin | New | [] | |
| 8115398177 | Mahak Singh | 2025-11-07 19:19:49 | 2025-11-08 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 9906012785 | Rohit Sharma | 2025-11-08 12:23:43 | 2025-11-08 2:00 PM - 4:00 PM | Customer App | New | [] | |
| 9999966081 | Sanjeev Kumar | 2025-11-08 19:58:11 | 2025-11-09 10:00 AM - 12:00 PM | WhatsApp | New | [] | |
| 7004177720 | Aman Kumar Pathak | 2025-11-08 21:08:08 | 2025-11-09 4:00 PM - 6:00 PM | Customer App | New | [] | |
| 9650471808 | Pawan goyal | 2025-11-09 00:26:05 | 2025-11-09 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 9831961200 | Shayan Nafis | 2025-11-09 09:08:12 | 2025-11-09 2:00 PM - 4:00 PM | Customer App | New | [] | |
| 9557176613 | Ankit Pal | 2025-11-09 11:12:10 | 2025-11-09 12:00 PM - 2:00 PM | WhatsApp | New | [] | |
| 6201862528 | Harsh | 2025-11-09 14:33:26 | 2025-11-09 4:00 PM - 6:00 PM | Super Admin | New | [] | |
| 8484042590 | Abhijeet Mishra | 2025-11-09 15:33:11 | 2025-11-09 4:00 PM - 6:00 PM | Customer App | New | [] | |
| 8709196116 | Abhishek Kumar | 2025-11-10 16:30:32 | 2025-11-11 2:00 PM - 4:00 PM | Customer App | New | [] | |
| 7352836164 | Vikash kumar | 2025-11-11 13:20:09 | 2025-11-11 2:00 PM - 4:00 PM | Customer App | New | [] | |
| 8826470221 | Pinki | 2025-11-11 16:45:15 | 2025-11-11 6:00 PM - 8:00 PM | Super Admin | New | [] | |

| Phone | Customer Name | Pickup Created Date / Time | Pickup Time | Source | Customer Type | Lead Converted | Comments |
|------------|--------------------|----------------------------|--------------------------------|--------------|---------------|--------------------|----------|
| 7042586049 | ashish | 2025-11-11 17:02:37 | 2025-11-12 10:00 AM - 12:00 PM | Super Admin | New | [] | |
| 9873656950 | Kaushal 9871288730 | 2025-11-11 20:20:01 | 2025-11-12 12:00 PM - 2:00 PM | Super Admin | New | [] | |
| 9818916154 | Amit rai | 2025-11-12 10:08:34 | 2025-11-12 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 7210633611 | Jimmy | 2025-11-12 11:58:31 | 2025-11-13 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 9334314870 | Tushar Thakur | 2025-11-12 21:04:40 | 2025-11-13 10:00 AM - 12:00 PM | WhatsApp | New | [] | |
| 9873887674 | Avinash Kumar | 2025-11-12 21:22:11 | 2025-11-13 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 8700263378 | Amit Yadav | 2025-11-13 06:58:40 | 2025-11-13 2:00 PM - 4:00 PM | Customer App | New | [] | |
| 9065162883 | Hi | 2025-11-13 17:50:19 | 2025-11-13 6:00 PM - 8:00 PM | WhatsApp | New | [] | |
| 8447739170 | Adithya Prakash | 2025-11-13 21:23:51 | 2025-11-14 2:00 PM - 4:00 PM | Customer App | New | [] | |
| 8826720089 | Nitesh Shandil | 2025-11-14 15:09:58 | 2025-11-16 4:00 PM - 6:00 PM | Super Admin | New | [] | |
| 8076390406 | Aman | 2025-11-14 23:16:42 | 2025-11-15 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 9962060660 | Hanish Sethi | 2025-11-15 10:11:38 | 2025-11-15 12:00 PM - 2:00 PM | WhatsApp | New | [] | |
| 8690050067 | SB | 2025-11-15 17:51:19 | 2025-11-16 10:00 AM - 12:00 PM | Customer App | New | [] | |
| 9899739969 | Sakshi J Saini | 2025-11-15 18:23:23 | 2025-11-16 12:00 PM - 2:00 PM | Customer App | New | [] | |
| 7973755400 | Samarth goswami | 2025-11-16 14:04:58 | 2025-11-16 4:00 PM - 6:00 PM | WhatsApp | New | [] | |
| 9555515254 | Prakhar Singh | 2025-11-16 16:10:29 | 2025-11-17 4:00 PM - 6:00 PM | Customer App | New | [] | |
| 8409400559 | Dev Yadav | 2025-11-16 23:59:16 | 2025-11-17 2:00 PM - 4:00 PM | WhatsApp | New | [] | |
| 9341122491 | Khushi | 2025-11-17 01:03:57 | 2025-11-18 4:00 PM - 6:00 PM | Customer App | New | [] | |

| Phone | Customer Name | Pickup Created Date / Time | Pickup Time | Source | Customer Type | Lead Converted | Comments |
|------------|---------------|----------------------------|--------------------------------|-------------|---------------|----------------|----------|
| 8009426220 | Akshay Yadav | 2025-11-17 17:54:36 | 2025-11-17 6:00 PM - 8:00 PM | Super Admin | New | [] | |
| 7978406953 | abhinav | 2025-11-17 18:44:13 | 2025-11-18 10:00 AM - 12:00 PM | Super Admin | New | [] | |